



Eliteweb Business Solutions- Fortune 500 Solutions for Small Business Budgets

By Cheryl Ibbotson

In recent years, more and more Fortune 500 companies have been hiring employees online. With such large budgets, they can afford the latest in technology and therefore increase productivity, so where does that leave the small business owner?

Enter Eliteweb Business Solutions (www.eliteweb.biz), a company with a strong vision, built by small business professionals. What is the idea behind Eliteweb? Six years ago President and Founder Robert Burko asked himself, "What if we could take those Fortune 500 technologies, but redesign them for the specific needs of small businesses, and offer them at a price they can afford?"

Elite was established in 1999 by Robert Burko and has offices in Toronto, Canada and in Boca Raton, Florida, USA. Robert works primarily out of the Toronto location but says that the Elite team spreads far beyond that. "We have employees all around Canada. Our "virtual office" system allows us to gather top experts, without the hassles of relocations and long commutes" says Robert. "I'm in close contact with all my employees all the time, and our exchanges extend beyond the work realm, fostering relationships that help us to solidify our incredible team".

Elite keeps up with today's technology and the demands of small business in the 21st century by staying on top of industry reports and meticulously monitoring blogs, news feeds and news in the mass media. "We work with an assortment of consultants in several specialty fields, so we are constantly getting the views and expertise of third-party industry authorities" says Robert. "In addition, we have a pool of small business owners and managers with whom we're in contact. We speak to them about their challenges, day-to-day operations and their "wish lists". All of this research as well as communications enable Eliteweb to continuously develop and improve their products and gear them towards small business.

One of Eliteweb's areas of expertise is email marketing. Most large companies communicate with clients through permission based email. Email marketing is extremely popular today because it is effective and receivers do actually view the mail. Elite can help to build subscriber lists and analyze growth, create effective campaigns in very little time, and track subscriber responses in great detail. In addition, Elite can create a custom email template, so that communications are always at one with the small business' brand.



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The process of recruiting and hiring is not only time consuming, but also costly. Elite can assist in fueling the hiring process with their easy-to-use Recruitment Manager technology. Employees can apply for jobs online, and can be evaluated, filtered and interviews can be set up and organized online, helping the small business owner to find the ideal candidate. For those who already have a website, Elite can build a recruitment application directly on it.

For businesses without a website, Elite's BizInfo site solution allows owners to build and maintain a professional website at a very reasonable price. BizInfo site also includes support and a personal account executive, as do all Elite services, and costs a mere \$9 per month.

All Elite services are offered on trade and every Eliteweb account is handled by a personal account executive who serves as an expert emarketing consultant. As well, he/she acts as your very own convenient tech department. Package prices start from \$10 per month, and Eliteweb's website introduces all the different products and services offered as well as the pricing associated. In addition, each product has its own set of information pages including all the features and benefits.

Tradebank clients and small business owners interested in Eliteweb Business solutions may go on line at www.eliteweb.biz or call your broker.